

JCDecaux

MBT.

Metro Digital Screens
2025



JCD MBT Metro Digital

by JCDecaux

Get the
attention of
95% of daily
metro
commuters



Reach a **YOUNG & ACTIVE** target group



The metro is the **most widely** used and **popular form** of public transport in Brussels



Homogeneous repartition in **17** stations in strategic eye-catching places



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- Unmissable messages
- Dynamic and contextualized communication
- Flexibility
 - ✓ Geotargeting
 - ✓ Time of day selection
 - ✓ Weather targeting, etc.
 - ✓ At least one complete metro station
- **13** Twins screens available in 160 screens network
- Spontaneous recall x2 in comparison with paper
- High number of contacts and repetition
- Same format as outside JCD Digital Screens
- Easy combination with other JCD Digital Product



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1 Twin = 2 screens		
Metro Station	160 Sides*	Twin Screens*
Arts-Loi/Kunst-Wet	12	1
Beekant	6	
Bockstael	7	
Clemenceau	1	
De Brouckère	14	
Gare Centrale/Centraalstation	9	
Gare de l'Ouest/Weststation	7	
Gare du midi/Zuidstation	11	
Louise/Louiza	12	5
Madou	8	
Montgomery	7	
Porte de Hal/Hallepoort	4	
Porte de Namur/Naamsepoort	12	1
Rogier	16	5
Roodebeek	7	1
Schuman	9	
Simonis	10	
Trône/Troon	8	

*Number of sides is indicative

